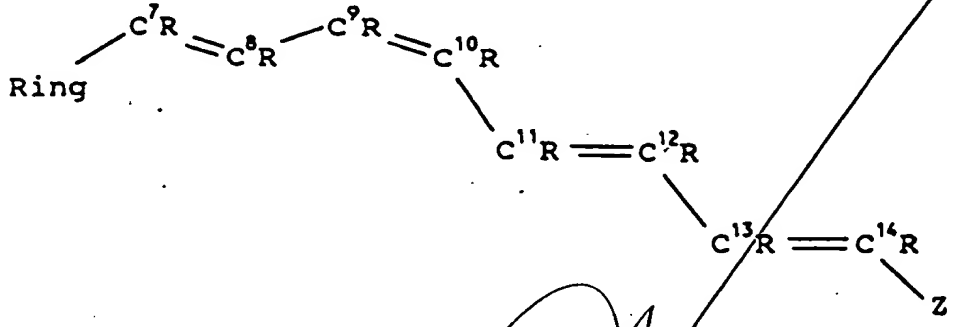
That which is claimed is:

1. A method for modulating process(es) mediated by retinoid receptors, said method comprising conducting said process(es) in the presence of at least one compound of the structure:



wherein:

unsaturation between carbon atoms C^9 and C^{10} has a cis configuration, and one or both sites of unsaturation between carbon atoms C^{11} through C^{14} optionally have a cis configuration;

"Ring" is a cyclic moiety;

Z is selected from carboxyl, carboxaldehyde, hydroxyalkyl, thioalkyl, hydroxyalkyl phosphate, alkyl ether of a hydroxyalkyl group, alkyl thioether of a thioalkyl group, esters of hydroxyalkyl groups, thioesters of hydroxyalkyl group, esters of thioalkyl groups, thioesters of thioalkyl groups, aminoalkyl, N-acyl aminoalkyl, or carbamate; and

each R is independently selected from H, halogen, alkyl, aryl, hydroxy, thiol, alkoxy, thioalkoxy, amino, or any of the Z substituents; or

any two or more of the R groups can be linked to one another to form one or more ring structures.

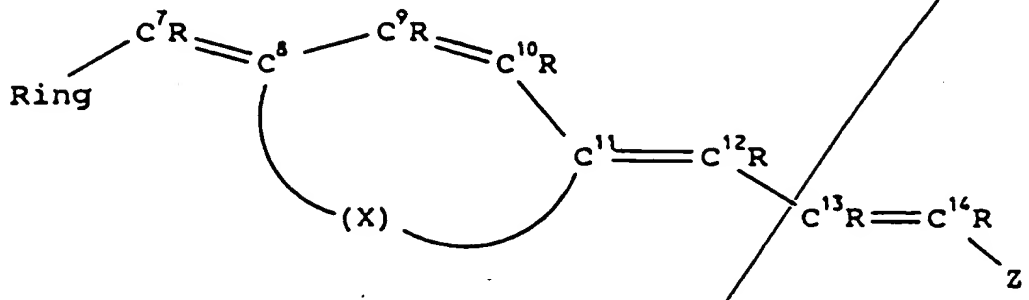
2. A method according to claim 1 wherein said retinoid receptor is selected from retinoic acid receptor-alpha, retinoic acid receptor-beta, or retinoic acid receptor-gamma.

3. A method according to claim 1 wherein said retinoid receptor is selected from retinoid X receptor-alpha, retinoid X receptor-beta, or retinoid X receptor-gamma.

4. A method according to claim 1 wherein said process is selected from *in vitro* cellular differentiation, *in vitro* cellular proliferation, *in vitro* proliferation of melanoma cell lines, *in vitro* differentiation of mouse teratocarcinoma cells (F9 cells), *in vitro* differentiation of human epidermal keratinocytes, regulation of cellular retinol binding protein (CRBP), or *in vitro* limb morphogenesis.

5. A method according to claim 1 wherein said process is selected from the *in vivo* modulation of lipid metabolism, *in vivo* modulation of skin-related processes, or *in vivo* modulation of malignant cell development.

6. A method according to claim 1 wherein said compound has the structure (I):



Structure I

wherein:

X is $-[(CR_2)_x-X'-(CR_2)_y]-$,

X' is selected from -O-, carbonyl, -S-, $-S(O)-$, $-S(O)_2-$, thiocarbonyl, -NR"-, or $-CR_2-$,

"Ring" is a cyclic moiety;

Z is selected from carboxyl, carboxaldehyde, hydroxyalkyl, thioalkyl, hydroxyalkyl phosphate, alkyl ether of a hydroxyalkyl group, alkyl thioether of a thioalkyl group, esters of hydroxyalkyl groups, thioesters of hydroxyalkyl group, esters of thioalkyl groups, thioesters of thioalkyl groups, aminoalkyl, N-acyl aminoalkyl, or carbamate; and

each R is independently selected from H, halogen, alkyl, aryl, hydroxy, thiol, alkoxy, thioalkoxy, or amino;

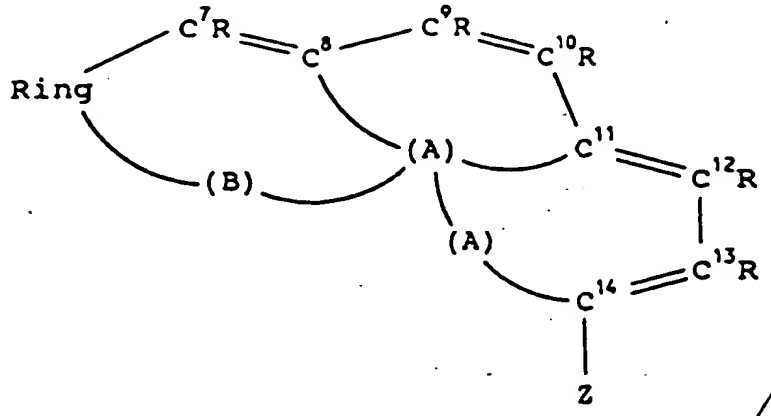
R" is hydrogen, alkyl, hydroxy, thiol, or alkoxy acyl;

x is 0, 1 or 2,

y is 0, 1, or 2, and

$x + y \leq 2$.

9. A method according to claim 1 wherein said compound has the structure (IV):



Structure IV

wherein:

one A is X and the other A is X',

B is X',

X is $-[(CR_2)_x-X'-(CR_2)_y]-$,

X' is selected from -O-, carbonyl, -S-, $-S(O)-$, $-S(O)_2-$, thiocarbonyl, -NR"-, or $-CR_2-$,

"Ring" is a cyclic moiety;

Z is selected from carboxyl, carboxaldehyde, hydroxyalkyl, thioalkyl, hydroxyalkyl phosphate, alkyl ether of a hydroxyalkyl group, alkyl thioether of a thioalkyl group, esters of hydroxyalkyl groups, thioesters of hydroxyalkyl group, esters of thioalkyl groups, thioesters of thioalkyl groups, aminoalkyl, N-acyl aminoalkyl, or carbamate; and

each R is independently selected from H, halogen, alkyl, aryl, hydroxy, thiol, alkoxy, thioalkoxy, amino, or any of the Z substituents;

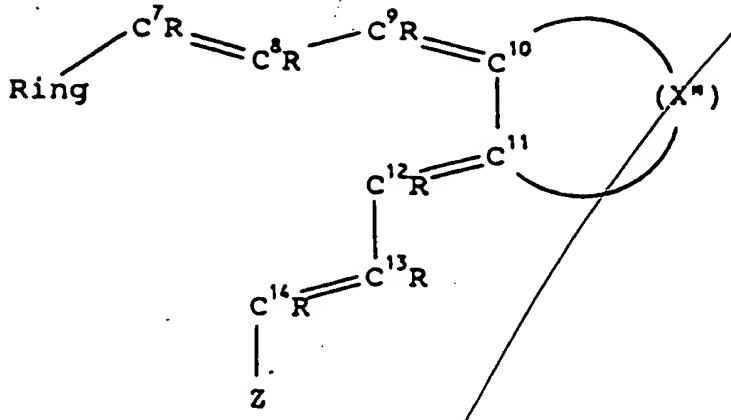
R" is hydrogen, alkyl, hydroxy, thiol, or alkoxy acyl;

x is 0, 1 or 2,

y is 0, 1, or 2, and

$x + y \leq 2$.

10. A method according to claim 1 wherein said compound has the structure (V):



Structure V

wherein:

X" is $-[(CR_2)_a-X'-(CR_2)_b]-$,

X' is selected from -O-, carbonyl, -S-, $-S(O)-$, $-S(O)_2-$, thiocarbonyl, -NR"-, or $-CR_2-$,

"Ring" is a cyclic moiety;

Z is selected from carboxyl, carboxaldehyde, hydroxyalkyl, thioalkyl, hydroxyalkyl phosphate, alkyl ether of a hydroxyalkyl group, alkyl thioether of a thioalkyl group, esters of hydroxyalkyl groups, thioesters of hydroxyalkyl group, esters of thioalkyl groups, thioesters of thioalkyl groups, aminoalkyl, N-acyl aminoalkyl, or carbamate; and

each R is independently selected from H, halogen, alkyl, aryl, hydroxy, thiol, alkoxy, thioalkoxy, amino, or any of the Z substituents;

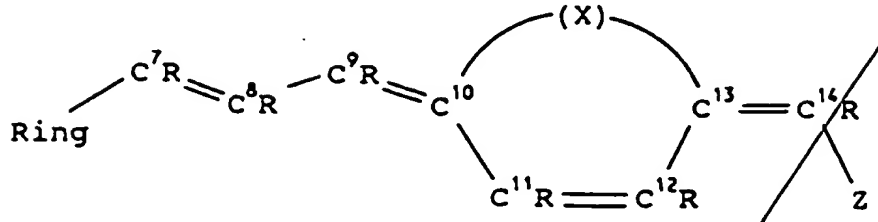
R" is hydrogen, halogen, alkyl, hydroxy, or thiol;

a is 0, 1, 2, 3 or 4,

b is 0, 1, 2, 3, or 4, and

a + b is ≥ 2, but ≤ 4.

7. A method according to claim 1 wherein said compound has the structure (II):



Structure II

wherein:

X is $-[(CR_2)_x-X'-(CR_2)_y]-$,

X' is selected from -O-, carbonyl, -S-, -S(O)-, $-S(O)_2-$, thiocarbonyl, -NR"-, or $-CR_2-$,

"Ring" is a cyclic moiety;

Z is selected from carboxyl, carboxaldehyde, hydroxyalkyl, thioalkyl, hydroxyalkyl phosphate, alkyl ether of a hydroxyalkyl group, alkyl thioether of a thioalkyl group, esters of hydroxyalkyl groups, thioesters of hydroxyalkyl group, esters of thioalkyl groups, thioesters of thioalkyl groups, aminoalkyl, N-acyl aminoalkyl, or carbamate; and

each R is independently selected from H, halogen, alkyl, aryl, hydroxy, thiol, alkoxy, thioalkoxy, amino, or any of the Z substituents;

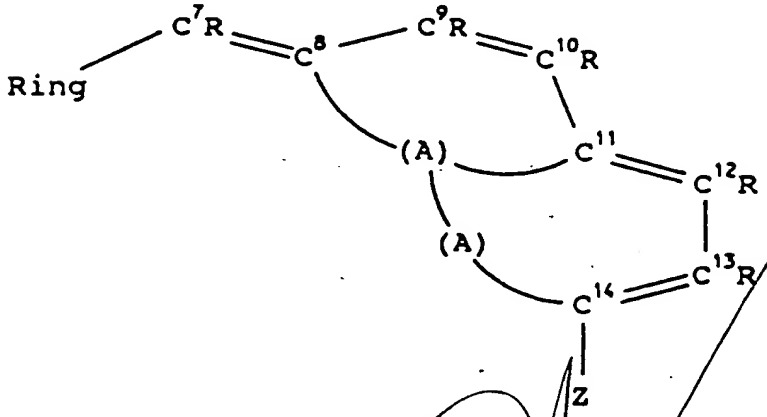
R" is hydrogen, alkyl, hydroxy, thiol, or alkoxy acyl;

x is 0, 1 or 2,

y is 0, 1, or 2, and

$x + y \leq 2$.

8. A method according to claim 1 wherein said compound has the structure (III):



Structure III

wherein:

one A is X and the other A is X',

X is $-[(CR_2)_x-X'-(CR_2)_y]-$,

X' is selected from -O-, carbonyl, -S-, $-S(O)-$, $-S(O)_2-$, thiocarbonyl, -NR"-, or $-CR_2-$,

"Ring" is a cyclic moiety;

Z is selected from carboxyl, carboxaldehyde, hydroxyalkyl, thioalkyl, hydroxyalkyl phosphate, alkyl ether of a hydroxyalkyl group, alkyl thioether of a thioalkyl group, esters of hydroxyalkyl groups, thioesters of hydroxyalkyl group, esters of thioalkyl groups, thioesters of thioalkyl groups, aminoalkyl, N-acyl aminoalkyl, or carbamate; and

each R is independently selected from H, halogen, alkyl, aryl, hydroxy, thiol, alkoxy, thioalkoxy, amino, or any of the Z substituents;

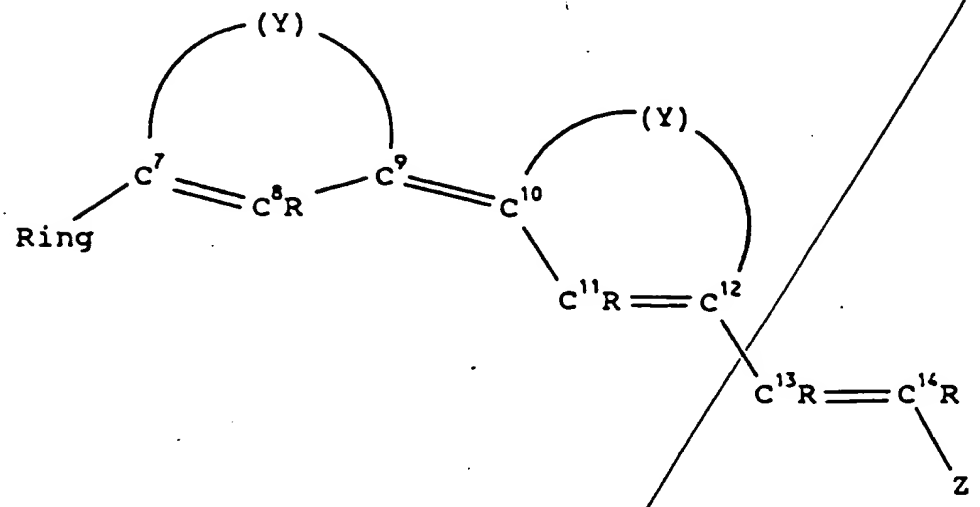
R" is hydrogen, alkyl, hydroxy, thiol, or alkoxy acyl;

x is 0, 1 or 2,

y is 0, 1, or 2, and

$x + y \leq 2$.

11. A method according to claim 1 wherein said compound has the structure (VI):



Structure VI

wherein:

Y is $-[(CR_2)_c-X'-(CR_2)_d]-$,

X' is selected from -O-, carbonyl, -S-, -S(O)-, $-S(O)_2-$, thiocarbonyl, -NR"-, or $-CR_2-$,

"Ring" is a cyclic moiety;

Z is selected from carboxyl, carboxaldehyde, hydroxyalkyl, thioalkyl, hydroxyalkyl phosphate, alkyl ether of a hydroxyalkyl group, alkyl thioether of a thioalkyl group, esters of hydroxyalkyl groups, thioesters of hydroxyalkyl group, esters of thioalkyl groups, thioesters of thioalkyl groups, aminoalkyl, N-acyl aminoalkyl, or carbamate; and

each R is independently selected from H, halogen, alkyl, aryl, hydroxy, thiol, alkoxy, thioalkoxy, amino, or any of the Z substituents;

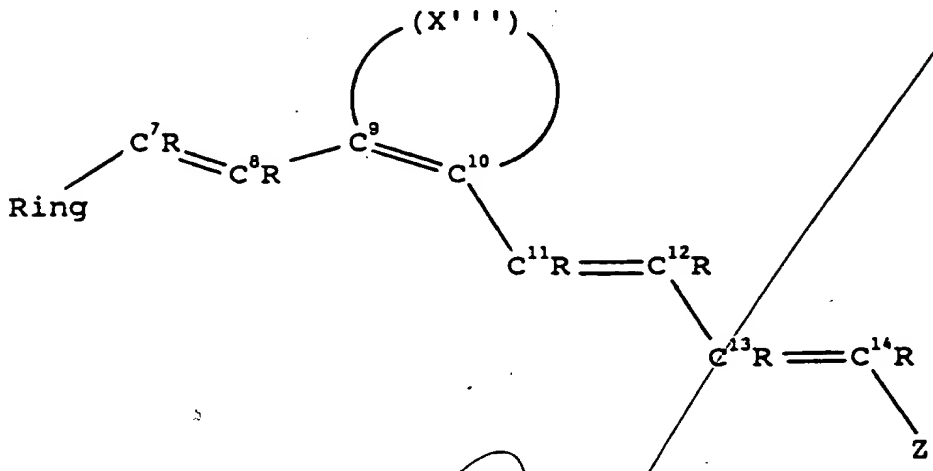
R" is hydrogen, alkyl, hydroxy, thiol, or alkoxy acyl;

c is 0, 1, 2 or 3,

d is 0, 1, 2 or 3, and

$c + d \geq 1$, but ≤ 3.

12. A method according to claim 1 wherein said compound has the structure (VII):



Structure VII

wherein:

X''' is X" or an unsaturated linking group having the structure:

-[Q = CR - J]-,

wherein Q is -N= or -CR=, and J is -CR=CR-, -N=CR-, -CR=N-, -O-, -S-, or -NR"-,

thereby incorporating C^9 and C^{10} of the rexoid compound into an aromatic (or pseudo-aromatic) ring,

X" is $-[(CR_2)_a-X'-(CR_2)_b]-$,

X' is selected from -O-, carbonyl, -S-, $-S(O)-$, $-S(O)_2-$, thiocarbonyl, -NR"-, or $-CR_2-$,

"Ring" is a cyclic moiety;

Z is selected from carboxyl, carboxaldehyde, hydroxyalkyl, thioalkyl, hydroxyalkyl phosphate, alkyl ether of a hydroxyalkyl group, alkyl thioether of a thioalkyl group, esters of hydroxyalkyl groups, thioesters of hydroxyalkyl group, esters of thioalkyl groups, thioesters of thioalkyl groups, aminoalkyl, N-acyl aminoalkyl, or carbamate; and

each R is independently selected from H, halogen, alkyl, aryl, hydroxy, thiol, alkoxy, thioalkoxy, amino, or any of the Z substituents;

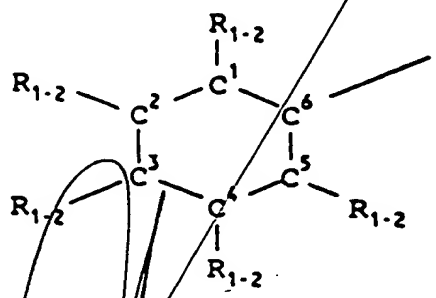
R" is hydrogen, alkyl, hydroxy, thiol, or alkoxy acyl;

a is 0, 1, 2, 3 or 4,

b is 0, 1, 2, 3, or 4, and

a + b is ≥2, but ≤4.

13. A method according to claim 1 wherein Ring has the following structure:



wherein:

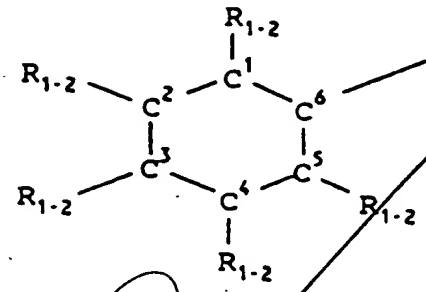
each R is independently selected from H, halogen, alkyl, aryl, hydroxy, thiol, alkoxy, thioalkoxy, amino, or any of the Z substituents;

any one of C^2, C^3, or C^4 can be replaced with -O-, carbonyl (>CO), -S-, -S(O)-, $-S(O)_2-$, thiocarbonyl (>CS), or -NR"-;

R" is hydrogen, alkyl, hydroxy, thiol, or alkoxy acyl; and

said cyclic moiety exists as the saturated, 2-ene, 3-ene, 4-ene, or 5-ene mono-unsaturated isomer, or the 2,4-, 2,5-, or 3,5-diene derivative thereof; or an aromatic derivative thereof.

14. A method according to claim 6 wherein Ring has the following structure:



wherein:

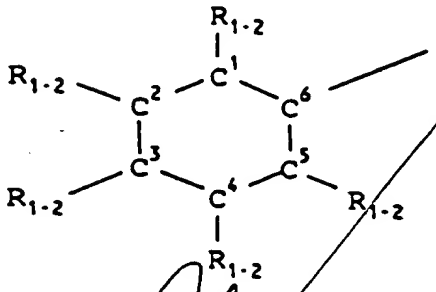
each R is independently selected from H, halogen, alkyl, aryl, hydroxy, thiol, alkoxy, thioalkoxy, amino, or any of the Z substituents;

any one of C^2, C^3, or C^4 can be replaced with -O-, carbonyl (>CO), -S-, -S(O)-, $-S(O)_2-$, thiocarbonyl (>CS), or -NR"-;

R" is hydrogen, alkyl, hydroxy, thiol, or alkoxy acyl; and

said cyclic moiety exists as the saturated, 2-ene, 3-ene, 4-ene, or 5-ene mono-unsaturated isomer, or the 2,4-, 2,5-, or 3,5-diene derivative thereof, or an aromatic derivative thereof.

15. A method according to claim 7 wherein Ring has the following structure:



wherein:

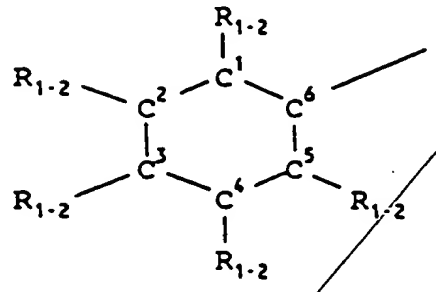
each R is independently selected from H, halogen, alkyl, aryl, hydroxy, thiol, alkoxy, thioalkoxy, amino, or any of the Z substituents;

any one of C^2, C^3, or C^4 can be replaced with -O-, carbonyl (>CO), -S-, -S(O)-, $-S(O)_2-$, thiocarbonyl (>CS), or -NR"-;

R" is hydrogen, alkyl, hydroxy, thiol, or alkoxy acyl; and

said cyclic moiety exists as the saturated, 2-ene, 3-ene, 4-ene, or 5-ene mono-unsaturated isomer, or the 2,4-, 2,5-, or 3,5-diene derivative thereof.

16. A method according to claim 8 wherein Ring has the following structure:



wherein:

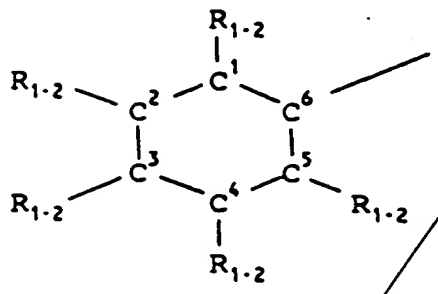
each R is independently selected from H, halogen, alkyl, aryl, hydroxy, thiol, alkoxy, thioalkoxy, amino, or any of the Z substituents;

any one of C^2, C^3, or C^4 can be replaced with -O-, carbonyl (>CO), -S-, -S(O)-, $-S(O)_2-$, thiocarbonyl (>CS), or -NR"-;

R" is hydrogen, alkyl, hydroxy, thiol, or alkoxy acyl; and

said cyclic moiety exists as the saturated, 2-ene, 3-ene, 4-ene, or 5-ene mono-unsaturated isomer, or the 2,4-, 2,5-, or 3,5-diene derivative thereof; or an aromatic derivative thereof.

17. A method according to claim 9 wherein Ring has the following structure:



wherein:

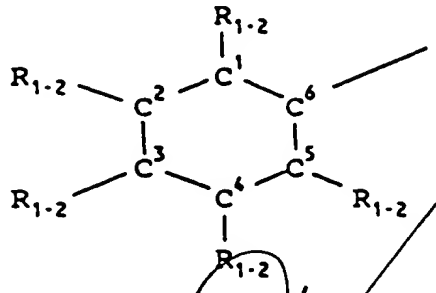
each R is independently selected from H, halogen, alkyl, aryl, hydroxy, thiol, alkoxy, thioalkoxy, amino, or any of the Z substituents;

any one of C^2, C^3, or C^4 can be replaced with -O-, carbonyl (>CO), -S-, -S(O)-, $-S(O)_2-$, thiocarbonyl (>CS), or -NR"-;

R" is hydrogen, alkyl, hydroxy, thiol, or alkoxy acyl; and

said cyclic moiety exists as the saturated, 2-ene, 3-ene, 4-ene, or 5-ene mono-unsaturated isomer, or the 2,4-, 2,5-, or 3,5-diene derivative thereof; or an aromatic derivative thereof.

18. A method according to claim 10 wherein Ring has the following structure:



wherein:

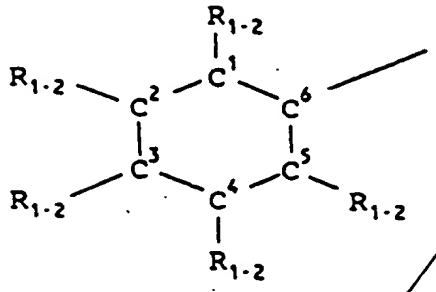
each R is independently selected from H, halogen, alkyl, aryl, hydroxy, thiol, alkoxy, thioalkoxy, amino, or any of the Z substituents;

any one of C^2, C^3, or C^4 can be replaced with -O-, carbonyl (>CO), -S-, -S(O)-, $-S(O)_2-$, thiocarbonyl (>CS), or -NR"-;

R" is hydrogen, alkyl, hydroxy, thiol, or alkoxy acyl; and

said cyclic moiety exists as the saturated, 2-ene, 3-ene, 4-ene, or 5-ene mono-unsaturated isomer, or the 2,4-, 2,5-, or 3,5-diene derivative thereof; or an aromatic derivative thereof.

19. A method according to claim 11 wherein Ring has the following structure:



wherein:

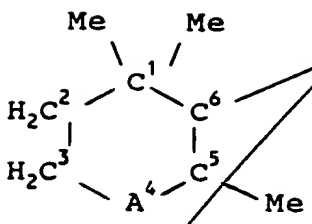
each R is independently selected from H, halogen, alkyl, aryl, hydroxy, thiol, alkoxy, thioalkoxy, amino, or any of the Z substituents;

any one of C^2, C^3, or C^4 can be replaced with -O-, carbonyl (>CO), -S-, -S(O)-, $-S(O)_2-$, thiocarbonyl (>CS), or -NR"-;

R" is hydrogen, alkyl, hydroxy, thiol, or alkoxy acyl; and

said cyclic moiety exists as the saturated, 2-ene, 3-ene, 4-ene, or 5-ene mono-unsaturated isomer, or the 2,4-, 2,5-, or 3,5-diene derivative thereof; or an aromatic derivative thereof.

20. A method according to claim 1 wherein said compound is selected from 9-*cis*-retinoic acid, 9-phenyl-9-*cis*-retinoic acid, 4-hydroxy-9-*cis*-retinoic acid, 4-keto-9-*cis*-retinoic acid, 9,11-dicis retinoic acid, and 9-cis-locked derivatives of retinoic acid selected from Structures I-VII as set forth in the specification, wherein Z is carboxyl and Ring is a β-ionone or β-ionone-like species having the structure:

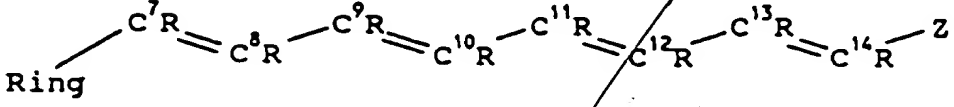


wherein A^4 is selected from $>CH_2$, >C=O or >C-OH.

21. A method according to claim 1 wherein Ring has four or five carbon atoms and is selected from cyclopentane, cyclopentene, dihydropyran, tetrahydropyran, piperidine, dihydrothiopyran, tetrahydrothiopyran, dihydrofuran, tetrahydrofuran, tetrahydrothiophene, pyrrolidine, or derivatives thereof.

22. A method to modulate processes mediated by retinoid receptors, said method comprising conducting said process in the presence of:

(a) at least one compound of the structure:



wherein:

each site of unsaturation in the side chain comprising carbon atoms C^7 through C^{14} has a trans configuration;

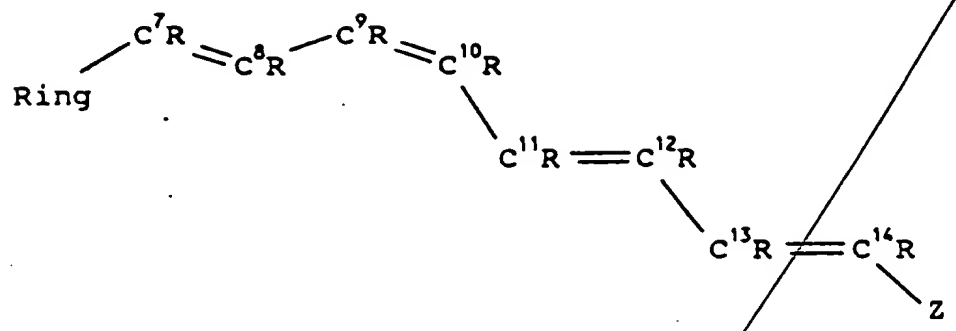
"Ring" is a cyclic moiety;

Z is selected from carboxyl, carboxaldehyde, hydroxyalkyl, thioalkyl, hydroxyalkyl phosphate, alkyl ether of a hydroxyalkyl group, alkyl thioether of a thioalkyl group, esters of hydroxyalkyl groups, thioesters of hydroxyalkyl group, esters of thioalkyl groups, thioesters of thioalkyl groups, aminoalkyl, N-acyl aminoalkyl, carbamate, and the like; and

each R is independently selected from H, halogen, alkyl, aryl, hydroxy, thiol, alkoxy, thioalkoxy, amino, or any of the Z substituents; and

(b) a *cis/trans* isomerase capable of converting at least one of the 9-, 11-, or 13-double bonds from the trans configuration to the cis-configuration.

23. A method to produce compound(s) of the structure:



wherein:

unsaturation between carbon atoms C^9 and C^{10} has a cis configuration, and one or both sites of unsaturation between carbon atoms C^{11} through C^{14} optionally have a cis configuration;

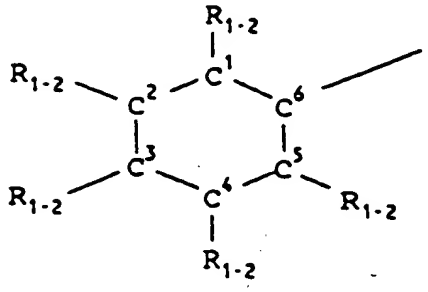
"Ring" is a cyclic moiety;

Z is selected from carboxyl, carboxaldehyde, hydroxyalkyl, thioalkyl, hydroxyalkyl phosphate, alkyl ether of a hydroxyalkyl group, alkyl thioether of a thioalkyl group, esters of hydroxyalkyl groups, thioesters of hydroxyalkyl group, esters of thioalkyl groups, thioesters of thioalkyl groups, aminoalkyl, N-acyl aminoalkyl, carbamate, and the like; and

each R is independently selected from H, halogen, alkyl, aryl, hydroxy, thiol, alkoxy, thioalkoxy, amino, or any of the Z substituents;

from the corresponding all-trans configuration material, said method comprising contacting said all-trans configuration material with a *cis/trans* isomerase under isomerization conditions.

24. A method according to claim 23 wherein Ring is a cyclohexyl ring having the following structure:



wherein:

each R is independently selected from H, halogen, alkyl, aryl, hydroxy, thiol, alkoxy, thioalkoxy, amino, or any of the Z substituents;

any one of C^2, C^3, or C^4 can be replaced with -O-, carbonyl (>CO), -S-, -S(O)-, $-S(O)_2-$, thiocarbonyl (>CS), or -NR"-;

R" is hydrogen, alkyl, hydroxy, thiol, or alkoxy acyl; and

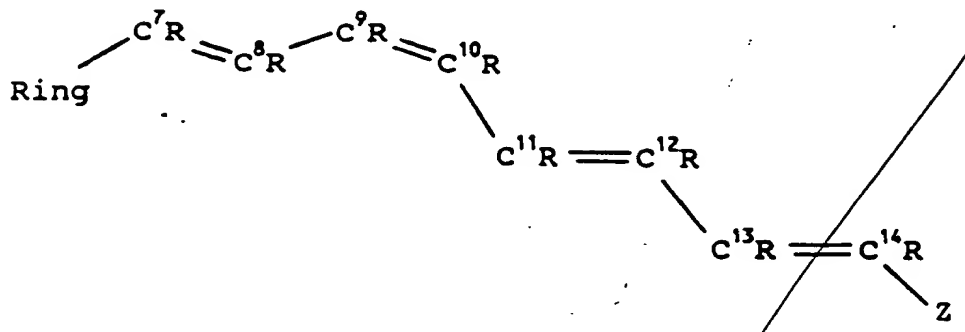
said cyclic moiety exists as the saturated, 2-ene, 3-ene, 4-ene, or 5-ene mono-unsaturated isomer, or the 2,4-, 2,5-, or 3,5-diene derivative thereof.

25. A method according to claim 23 wherein said contacting is carried out *in vivo*.

26. A method according to claim 25 wherein said contacting is carried out in Schneider cells.

27. A method according to claim 23 wherein said contacting is carried out *in vitro*.

28. Composition comprising at least one compound having a structure selected from:



Structure A

wherein:

unsaturation between carbon atoms C^9 and C^{10} has a cis configuration, and one or both sites of unsaturation between carbon atoms C^{11} through C^{14} optionally have a cis configuration;

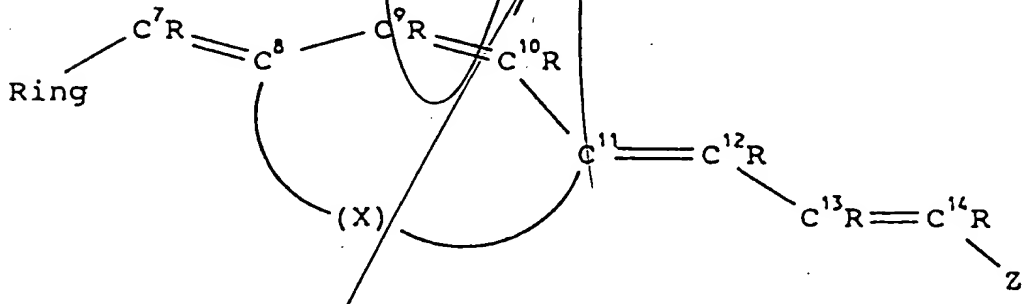
"Ring" is a cyclic moiety, optionally having one or more substituents thereon;

Z is selected from carboxyl (-COOH), carboxaldehyde (-COH), hydroxyalkyl [$-(CR'_2)_n-OH$, wherein each R' is independently selected from hydrogen or a lower alkyl and n falls in the range of 1 up to about 4], thioalkyl [$-(CR'_2)_n-SH$, wherein R' and n are as defined above], hydroxyalkyl phosphate [$-(CR'_2)_n-OP(OM)_3$, wherein R' and n are as defined above and M is hydrogen, lower alkyl, or a cationic species such as Na^+, Li^+, K^+, and the like], alkyl ether of a hydroxyalkyl group [$-(CR'_2)_n-OR'$, wherein R' and n are as defined above], alkyl thioether of a thioalkyl group [$-(CR'_2)_n-SR'$, wherein R' and n are as defined above], esters of hydroxyalkyl groups [$-(CR'_2)_n-O-CO-R'$, wherein R' and n are as defined above], thioesters of hydroxyalkyl group [$-(CR'_2)_n-O-CS-R'$, wherein R' and n are as defined above], esters of thioalkyl groups [$-(CR'_2)_n-S-CO-R'$, wherein R' and n are as defined

above], thioesters of thioalkyl groups [$-(CR'_2)_n-S-CS-R'$, wherein R' and n are as defined above], aminoalkyl [$-(CR'_2)_n-NR'_2$, wherein R' and n are as defined above], N-acyl aminoalkyl [$-(CR'_2)_n-NR'-CO-R''$, wherein R' and n are as defined above and R" is a lower alkyl or benzyl], carbamate [$-(CR'_2)_n-NR'-CO-OR'$ or $-(CR'_2)_n-O-CO-NR'_2$, wherein R' and n are as defined above]; and

each R is independently selected from H, halogen, alkyl, aryl, hydroxy, thiol, alkoxy, thioalkoxy, amino, or any of the Z substituents, with the proviso that Structure A is not 9-*cis*-retinoic acid or 9,13-*dicis*-retinoic acid; or

any two or more of the R groups can be linked to one another to form one or more ring structures;



Structure I;

wherein:

"Ring", Z and R are as defined above;

X is $-[(CR_2)_x-X'-(CR_2)_y]-$,

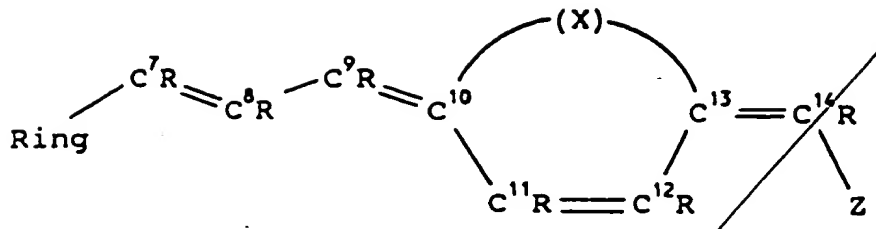
X' is selected from -O-, carbonyl, -S-, -S(O)-, $-S(O)_2-$, thiocarbonyl, -NR"-, or $-CR_2-$,

R" is hydrogen, alkyl, hydroxy, thiol, or alkoxy acyl;

x is 0, 1 or 2,

y is 0, 1, or 2, and

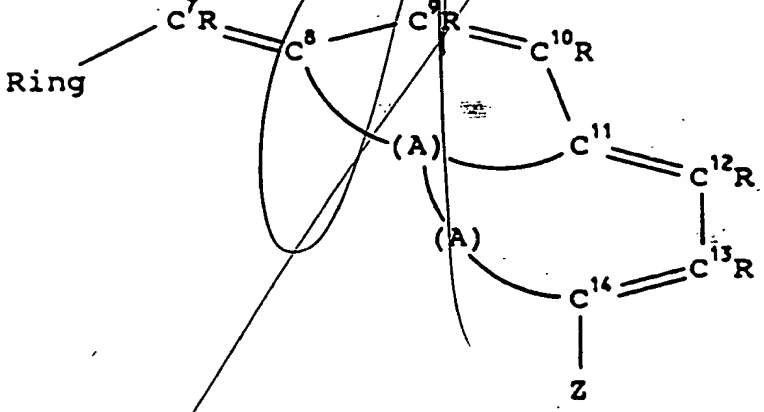
$x + y \leq 2$;



Structure II;

wherein:

X, X', R, R", Z, Ring, x and y are as defined above;

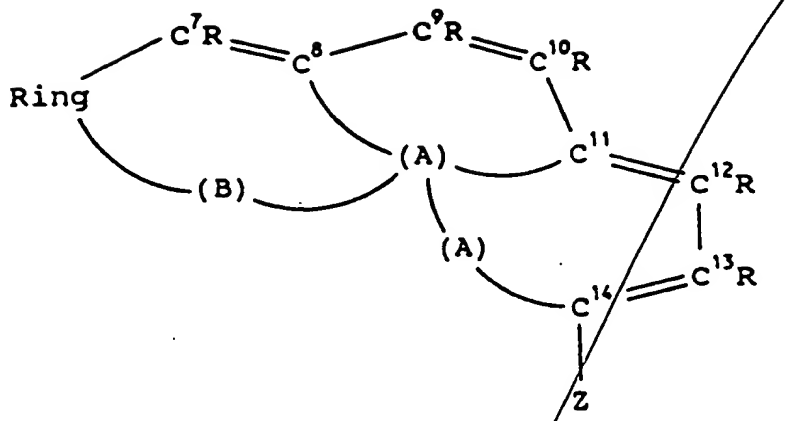


Structure III

wherein:

one A is X and the other A is X', and

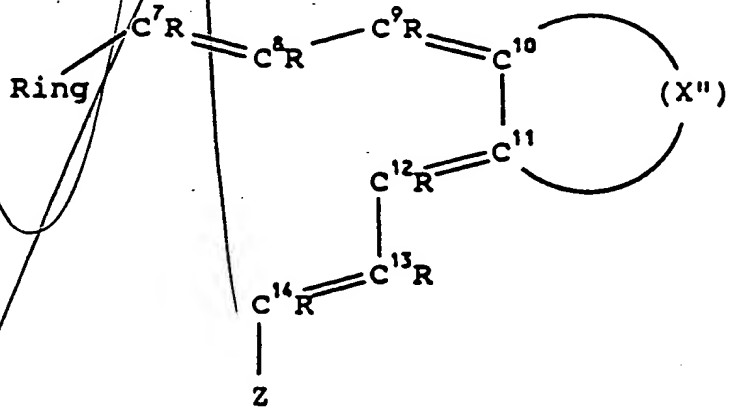
X, X', R, R", Z, Ring, x and y are as defined above;



Structure IV;

wherein:

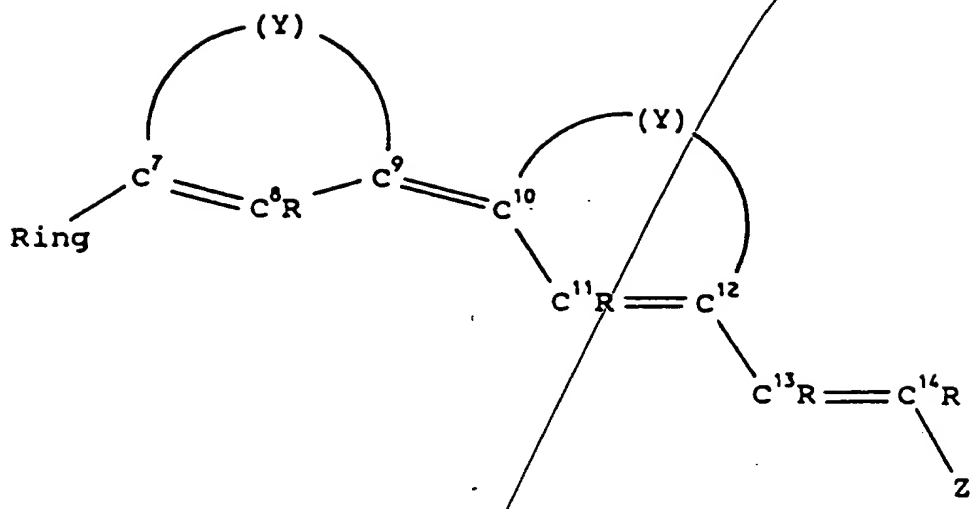
one A is X and the other A is X',
B is X', and
X, X', R, R", Z, Ring, x and y are as defined above;



Structure V;

wherein:

X" is $-[(CR_2)_a-X'-(CR_2)_b]-$,
X', R, R", Ring and Z are as defined above,
a is 0, 1, 2, 3 or 4,
b is 0, 1, 2, 3, or 4, and
a + b is ≥2, but ≤4;



Structure VI;

wherein:

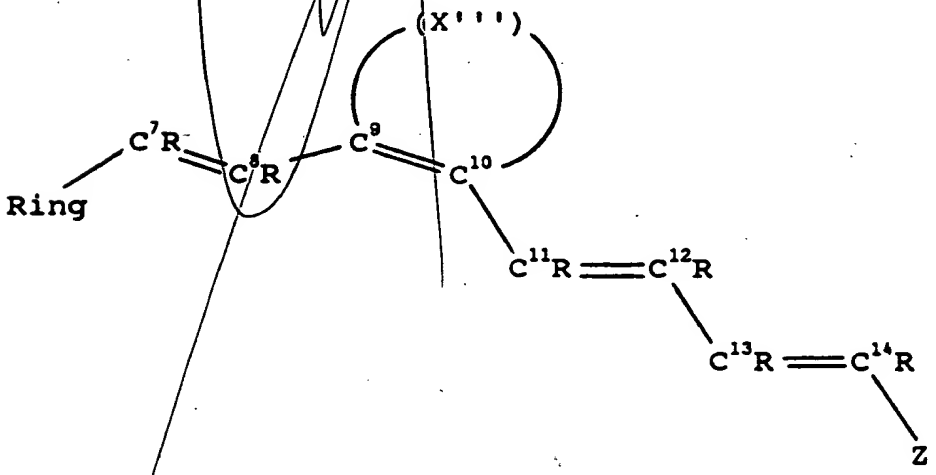
Y is $-[(CR_2)_c-X'-(CR_2)_d]-$,

X', R, R", Ring and Z are as defined above,

c is 0, 1, 2 or 3,

d is 0, 1, 2 or 3, and

c + d ≥1, but ≤3; and



Structure VII

wherein:

X''' is X" or an unsaturated linking group having the structure:

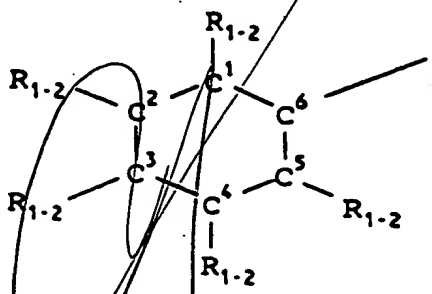
-[Q = CR - J]-,

wherein Q is -N= or -CR=, and J is -CR=CR-, -N=CR-, -CR=N-, -O-, -S-, or -NR"-,

thereby incorporating C^9 and C^{10} of the rexoid compound into an aromatic (or pseudo-aromatic) ring, and

X', X", R, R", Ring, Z, a and b are as defined above.

29. A composition according to claim 28 wherein Ring is a cyclohexyl ring having the following structure:



wherein:

each R is independently selected from H, halogen, alkyl, aryl, hydroxy, thiol, alkoxy, thioalkoxy, amino, or any of the Z substituents;

any one of C^2, C^3, or C^4 can be replaced with -O-, carbonyl (>CO), -S-, -S(O)-, $-S(O)_2-$, thiocarbonyl (>CS), or -NR"-;

R" is hydrogen, alkyl, hydroxy, thiol, or alkoxy acyl; and

said cyclic moiety exists as the saturated, 2-ene, 3-ene, 4-ene, or 5-ene mono-unsaturated isomer, or the 2,4-, 2,5-, or 3,5-diene derivative thereof; or an aromatic derivative thereof.